



The Rhino's Horn

Spring 2005

Sacramento Recruiting Battalion

Vol. 3, No. 2

FY 2004 Annual Training Conference

By Mary Miller
Public Affairs Specialist

Sacramento Recruiting Battalion's FY 2004 Annual Training Conference was held at the Marriott Hotel on March 4-6 in Monterey, Calif.

Over 520 Soldiers and family members celebrated their hard-earned achievements during the fiscal year 2004.

Henry "Hank" Morris, Civilian Aide to the Secretary of the Army for Northern California was the guest speaker.

"It was an honor for me to be the speaker for the Soldiers who have the toughest job in the Army," said Morris.

Other distinguished guests were COL Robert Bell, 6th Brigade's Deputy Commanding Officer and LTC George Fraser, the Chaplain of the California Army National Guard in Bakersfield Calif. Chaplain Fraser delivered the invocation.

LTC Michael and Karen Keris and CSM Jeffery Ingram hosted the distinguished visitors and said they were pleased with the exceptional turnout of family members that attended the banquet March 5.

Lisa Banados, wife of SSG Rolando Banados (Almaden Recruiting Station) sang the national anthem.

All seven companies displayed their logos and pictures of Soldiers on screens throughout the ballroom with their unique company song blasting in the background. Soldiers and family members enjoyed music as they celebrated their achievements.



All photos by Mary Miller

ATC, Continued on Page 6. For more ATC and Awards photos, see pages 4-5, 6-7.

- Annual Training Conference photos, see page 4-7.
- Stars, sapphires, rings and medallions, see page 6.
- "East Bay recruiters provide their pitch at Fanfest", see page 9.
- "Yale graduate enlists in the Army," see page 10.



Commander's Corner

The Annual Training Conference and our first quarter SCAAR were outstanding training events and provided us the opportunity to recognize outstanding recruiting achievements both at the individual and unit level. I would like to again congratulate all of our awardees and continue to encourage them to set high standards both personally and professionally. The Rhino Battalion continues to make great progress in all aspects of the recruiting business from production to family readiness. I'm especially encouraged and proud of all the soldiers who were recently selected to the Rhino All Star Team at our ATC. Every quarter we are seeing an increase in the number of soldiers whose production qualifies them to be selected to this very prestigious group of Non Commissioned Officers. I would like to personally challenge each and every Non Commissioned Officer in this battalion to strive for nothing less than Mission Box and to become a member of this esteemed group of professionals who have achieved recruiting excellence.

Sadly, this will be my last entry in "The Rhino's Horn" as my wife Karen and I will be retiring from the Army and heading to Dallas, Texas. It has been my very distinct privilege to serve with you as your Commander. I am reminded daily of your personal sacrifices but eternally grateful for what you and your families do for our great Army each and every day. I will never forget or be able to express my indebtedness to you for your warrior ethos and commitment at a time when our nation has called on us to achieve a mission that is non-negotiable. We must continue to provide the strength to our Army -for without recruiters our Army would cease to remain relevant.

Finally, I would like to welcome LTC Greg Lautner, his wife Cristi, and son Matt to the great Rhino Battalion. LTC Lautner is a military intelligence officer who will be joining the battalion from an assignment at Fort Hood, Texas. Both Karen and I wish you and your new leadership team continued success in all your endeavors.



LTC Michael J. Keris



By Kevin Downey



By Kevin Downey



By Kevin Downey

A potential applicant tries out the Army Rock Wall at CSUS Stanislaus, March 25.

CSM's Comments

"Goal Setting"

The first step in the goal setting and achieving process is to qualify your dreams and wishes by asking yourself some serious questions about your reasons for wanting those things. The way you can accomplish this qualification process is to write down everything you want to be, or have on a sheet of paper in three columns. Then wait twenty-four hours and ask yourself, "Why?" The answer to the "Why" question will lead you to the moral reason behind your choice.

Personally, this is a watershed moment in our personal growth experience. For the first time we learn that qualifying your wish list is an integral part of goal achievement. Once the qualification part is done, you can begin a goal setting process that include IDENTIFYING YOUR GOALS and LISTING THE BENEFITS you would gain from accomplishing them. Remember that the more personal you make the benefits, the more motivated you will be to accomplish your goals. Once that is done you need to ISOLATE THE OBSTACLES that would prevent you and IDENTIFY THE SKILLS OR KNOWLEDGE that will give you the momentum you need. It is vital that when you are moving from point A to point B in life you learn what is required at point B while still at point A. This method enables you to arrive at your chosen destination more prepared and better equipped to handle whatever is thrown your way.

The next phase in goal achievement is LOCATING THE INFLUENCERS who can assist you. The good book said a long time ago that the strong and wise admits they are weak. Seeking the counsel of those that are already proven winners in a given field will enable you to be more prepared. This will help you DETAIL YOUR PERSONAL PLAN OF ACTION and SET A COMPLETION DATE. Using this simple process and having a daily disciplinarian to aid you will move you from the 97% of the population who are in the comfort zone to the 3% who are in the effective zone.



CSM Jeff C. Ingram

PLAN WITH ATTITUDE
PREPARE WITH APTITUDE
PARTICIPATE WITH SERVITUDE
RECEIVE WITH GRATITUDE
AND THAT SHOULD BE ENOUGH
TO SEPARATE YOU FROM THE
MULTITUDES



By Kevin Downey



By Kevin Downey



By Kevin Downey

A potential applicant tries out the Army Rock Wall at CSUS Stanislaus, March 25.



By Mary Miller

SSG Owen Handle (Alameda RS) and his wife SSG Colleen Handle (Fremont RS) wear tropical island party theme clothing at the East Bay Company party, March 4.



By Mary Miller

SSG William and Rachel Hill (Elk Grove RS) with SFC Jonas and Amy Mack (Stockton RS) during banquet night.



By Mary Miller

LSG Kirk Schultz (left) and SFC Richard Locke, South Bay company trainer, wear 1970's disco style clothing at the South Bay company party, March 4.



By Mary Miller

1st Row: (from L to R) SSG Nheil and Nena Mendoza (Ocean RS). 2nd Row: (from L to R) SSG Tracy Snyder (Ocean RS), SFC Leon Castillo (Golden Gate RS), SGT Christopher Asuncion (Ocean RS) and SGT David Sarnecki (Belmont RS).



By Mary Miller

SFC Rodolfo Abalos (Belmont RS) and his 3-year-old son Joseph and wife Maryzel enjoy a family dance.



By Mary Miller

SFC Irene Tovar receives her matching red rose from CPT Tonja Ochonma.



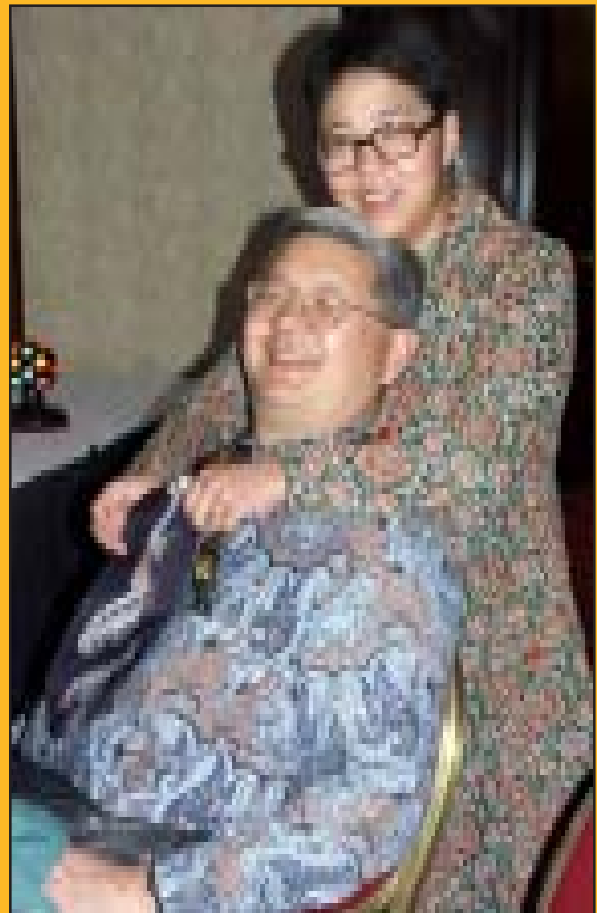
By Mary Miller

SFC Matthew McBride and SFC Earl Raehsler show off their Glenn E. Morrell Medallions.



By Mary Miller

Pictured left: CPT James Baird's (Sacramento Valley company commander) 2-year-old son J.J. plays at Fort Ord's Child Development Center.



By Mary Miller

Above: SSG Joanne Inami-Asai (Golden Gate RS) and her husband, Darryl enjoy the South Bay company party at the Annual Training Conference.



Left: SFC Roger Richardson and Randy Mohler (Antioch RS) at a class during the Annual Training Conference.

ATC Awards

Continued from page 1

The Recruiter Ring ceremony included the following Soldiers:

SFC Brad and Linda Normandeau, Roseville

SFC Sean and Laura Price, Fair Oaks

SSG Jason Elemen, Modesto

SSG Michael and Danielle Cookson, Turlock

SFC Leonard Bru, Stockton

SFC Alexander Cancellla, Stockton

SSG Irene Tovar, Arden

SSG Shawn Smith, Arden

SSG Michael A. Kirby, Rancho Cordova

SFC James and Amorette Glenn, Placerville

SSG Luis and Bobbie Sanchez, Napa

SFC Ralph and Aurora Guillemo, Daly City

SFC Jaime Boseman, Belmont

SFC Nicholas and Jenna Gallardo, Santa Clara

SSG Erwin and Catalina Manio, Golden Gate

SFC Raymond Edwards, Golden Gate

Awards

1 Individual & Station Awards (1st QIR):

a. RA Recruiter

b. USAR Recruiter

c. Recruiting Station Commander (IPSC)

d. Recruiting Station Commander (OPSC)

SSG Jonah Lei (Almaden)

SFC Leonard Bru (Stockton)

SFC Matthew McBride (Roseville)

SFC Brian Clark (Placerville)

2 Station Mission Box (st QIR)

a. Roseville RS: SFC Matthew McBride

SSG Kenneth Reines, Golden Gate

SSG John Hunn, Sunnyvale

SFC John Stanton, Fremont

SFC Yaro and Leda Lola, Fremont

SFC George and Shawna Moore, San Leandro

SFC Jenahl and Leetiecha Martinson, Oakland

SSG Darrell and Patricia Cabaluna, Seaside

SFC Celestino Ranon, Gilroy

SFC Jesse Togawa, San Jose East

SSG Jonah and Roxan Lei, Almaden

SFC Rolando and Lisa Banados, Almaden

Glenn E. Morrell Medallions were presented to 15 Soldiers:

MSG Frank and Vickie Howell,

Guidance, Counselor, San Jose MEPS

SFC Richard Locke, Florin

SSG Justin and Brianne Thompson, Grass Valley

SFC Racine Evans, Tracy

SFC Anna Daffin, Lodi

SFC Dennis and Debbie Challand, Sutter

SFC Donald Lenmark, Arden

SSG (P) Thomas and Cynthia Hornbrook Jr., Woodland RS

SFC Brian and Cristin Clark, Yuba City

Stars, Sapphires, Rings, Medallions

1st Gold Star

SGT Veronica Acevedo

SSG Dennis D. Ayala

SSG Robert A. Ayers

SSG Rodel A. Barrameda

SGT William J. Buck

SGT Mark A. Catlett

SSG David A. Driggers

SGT Melanie M. Jayo

SSG Michael E. Kolle

SSG Anthony B. Mercado

SFC Benjamin G. Sales

SGT Anthony R. Sheehan

SGT Ryan J. Smith

SFC Elizabeth P. Thomson

SSG Sean M. Wagner

SSG Jeremie M. Wickman

SFC Ricardo Morales

SGT Juan M. Moya

SSG Christian L. Patchett

SSG Daniel I. Pushor

SFC Ruben Samarripa

SGT David M. Samecki

SSG Kurt D. Vollmer

SFC Jason A. Williams

Gold Recruiter Badge

SSG Patrick P. Grossman

SFC Charles L. Mize

SSG Daniel L. Pushor

SSG Gregory S. Ramirez

SSG Michael J. Thomas

1st Star Sapphire

SSG Jahir C. Avila

SSG Stephen M. Henderson

SSG Patrick L. Muse

SSG Terry L. Phillips

SFC Marco P. Ramos

SSG Sovan V. Soti

SSG Jesse L. Watson

2nd Star Sapphire

SFC David Bustamante

SSG Jason C. Casey

SFC Brian T. Krott

SFC Reynaldo L. Ruma

SFC Juan C. Verduzco

3rd Star Sapphire

SFC David Bustamante

SFC Wilfredo E. Campos

SSG David M. Cantrell

SFC Rod M. Chew

SSG Jericho A. Del Rosario

SSG Nheil A. Mendoza

SFC Antonio R. Ruiz

SSG Tracy E. Snyder

Recruiter Rings

SFC Jaime Boseman

SSG Alexander Cancellla

SFC Celestino C. Ranon



By Mary Miller

SFC Ralph Guillermo was the top RA recruiter for FY 04. Also pictured is Guillermo's wife Aurora, COL Robert Bell (left) and LTC Michael Keris (right).



By Mary Miller

1SG Roscoe Hall (middle left) and CPT Joseph Margolies (middle right) of San Joaquin Company accept award from LTC Michael J. Keris (right) for Top RA Company. Also pictured is COL Robert Bell.



By Mary Miller

Marysol (Top Family Readiness Volunteer) of the year and SFC Rogelio Rodriguez-Ramirez accept awards.

SFC Cresilito Galendez, Novato
SFC Peter and Mrs. Tekla Schell, Ocean
SFC Rodolfo and Maryzel Abalos, Belmont
SFC Andre and Teresa Wilkerson,
Sacramento Valley Company Trainer
SFC Mark and Dominique Wilder, North Bay Company Trainer
SSG Daryl and Erin DeMay, Salinas

Annual Awards

Top Family Readiness Volunteer of the Year – Marysol Rodriguez, Stockton RS, San Joaquin Company
Soldier of the Year – SSG Luis Sanchez, Napa, North Bay Company
Top RA Recruiter of the Year – SFC Rallph Guillermo, Daly City, South Bay Company
Top USAR Recruiter – SFC Jeff Bettencourt, Modesto, San Joaquin Company
Top New RA Recruiter – SSG Stephen Henderson, Seaside, Monterey Bay Company
Top RA Vol Producer – San Joaquin Company
Top USAR Vol Producer – South Sacramento Company
Top DEP Sustainment – South Sacramento Company
Top Combined Company – San Joaquin Company
Top LP Station Commander – SFC Thomas Simpson, Modesto
Top On-Production Station Commander – SSG Daryl DeMay, Seaside
Top Small Station of the Year – SSG Daryl DeMay, Seaside
Top RA Company of the Year – CPT Margolies/1SG Roscoe Hall, San Joaquin
Top Guidance Counselor of the Year – SFC Paul Taylor, Sacramento MEPS
Top Military Staff Member – SSG Ward Kempker, SI
Top Civilian Staff Member – John C. Heil III, Public Affairs
Top Station Commander of the Year – SSG Daryl DeMay, Salinas
Top 1SG of the Year – 1SG Roscoe Hall
Top Company Commander of the Year – CPT Joseph Margolies



By Mary Miller

Top new RA recruiter, SSG Stephen Henderson.



By Mary Miller

Recruiter Ring recipients SFC Sean Price and his wife Laura (left) and SFC Brad Normandeau and his wife Linda (right). Also pictured is LTC Michael J. Keris, battalion commander (right) and CSM Jeff Ingram (left).

Army Marksmanship Trailer targets Sacramento battalion

By Kevin Downey
Public Affairs Specialist

The Army Marksmanship Trailer (AMT) targeted potential Army candidates in Sacramento Battalion Jan. 13-23, giving them a chance to test their shooting accuracy and speed using specially modified rifles and shotguns.

Army Recruiters showcased the AMT to students in area high schools before stopping at the International Sportsmen's Exposition in Sacramento, Calif., for the final four days. The unit's firing weapons shoot a beam of light at a target which is triggered by compressed air to flip down when hit. Compressed air also is used to give the weapons a realistic firing action.

"This is a great way to get out in front of the community in uniform and show potential applicants a little about what the Army is like," North Highlands Recruiting Station's SGT Jason Simmons said at the Sportsmen's Expo, as he was selling the Army to potential candidates.

AMT driver SFC Darrell Olson said the trailer is designed to increase the Army's exposure to the community as well as engage target-aged applicants.

"Potential applicants can either compete against their friends in accuracy and speed or try to set a personal best," said Olson. "The big draw is the sport of it, which the Army's target-aged market really responds to. It's also a great way to draw attention to the Army, increasing awareness in the communities we visit."

Olson said his experience in Sacramento battalion with the AMT has been mostly positive, as evidenced by the general public's increased interest in the Army as well as the appreciation he receives for serving in the military.

The AMT is one of the Mission Support Battalion's premiere recruiting tools and is used primarily at multimedia events. Designed to draw public attention, the AMT is a 28-foot-long fifth-wheel trailer pulled by a commercial dual rear-wheel-driven pickup truck, both of which are adorned with eye-catching Army graphics.

The AMT can accommodate two shooters at one time and the scenarios run approximately 30-60 seconds. The AMT is self-contained carrying its own power source. It can be set up inside or out depending on space. The AMT needs a space 40 feet long by 16 feet wide with room to maneuver into that area.

There are four different scenarios available, such as law enforcement and criminal justice, and a few specialized scenarios upon request.



By Kevin Downey

Potential applicants try out the Army Marksmanship guns.



By Kevin Downey

A potential applicant tries out the AMT simulator at the International Sportsmen's Exposition.



By Kevin Downey

A youth fills out a lead card at the International Sportmen's Exposition Army booth which included the Army Marksmanship Trailer.



Photo courtesy of MSB

The Army Marksmanship Trailer.

East Bay recruiters provide their pitch at the Oakland A's Fanfest

By John C. Heil III
Public Affairs Chief

Recruiters from the East Bay company hit a grand slam at the 2005 Oakland Athletics Fanfest Feb. 12 obtaining 100 leads, 3 appointments, 2 COI's and 2 contracts. Assets on site included the rock wall, the new LaserShot unit and authentic autographed baseballs from Gold Glove Oakland A's third baseman Eric Chavez and pitcher Mark Mulder to use as a drawing for lead cards.

Over 15,000 people attended the event. "This was an exceptional recruiting opportunity," said CPT James Morgan, East Bay commander. "The target market was definitely here and what better way to reach out to potential applicants and Athletic fans by offering a chance to win a free autographed baseball for simply filling out a lead card."

Morgan managed seven leads in about 30 minutes by simply walking around the concourse asking potential applicants if they would be interested in filling out a lead card for a chance at winning an autographed Eric Chavez baseball.

The Sacramento battalion will participate in six future Oakland A's games in conjunction with KFRC Radio using the Adventure Van (May 1), rock wall, Dog Tag Machine and authentic autographed baseballs and bats from Major League players.

"We are excited about working with the Oakland A's and KFRC

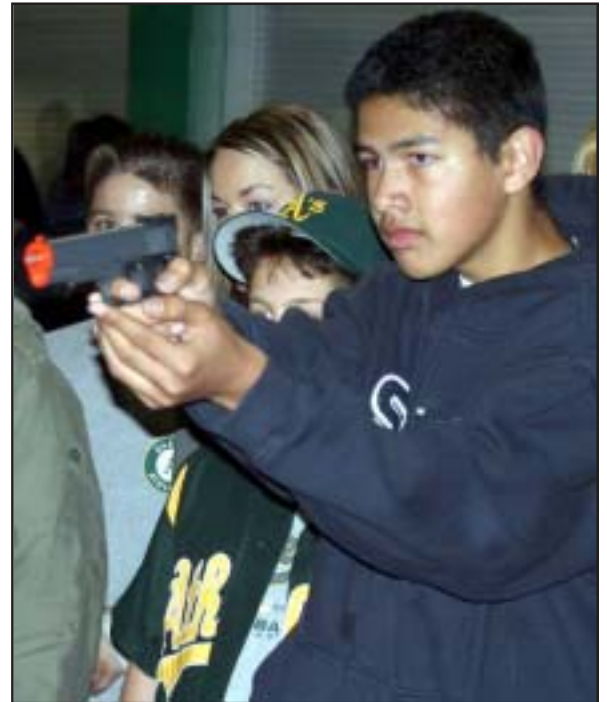


By John C. Heil III



By John C. Heil III

A potential applicant fires a gun with the Laser Shot at the Oakland A's Fanfest. SGT Greg Lunceford (left) looks on.



By John C. Heil III

(Above) A youth fires a gun with the Laser Shot at the Oakland A's Fanfest.

(Left) CPT James Morgan gets a youth to fill out a lead card for a chance to win an autographed Eric Chavez baseball.



By John C. Heil III

Radio to help us meet our mission," said Morgan, whose company is the number one target for the battalion. "We believe we will reach out to youths we haven't been able to talk to before at these games."

Stanford, Yale serving Army with America's top youth

Officer, Special Forces candidates join Army for opportunity

By Kevin Downey
Public Affairs Specialist

SACRAMENTO, Calif. — James Danly is a 28-year-old Yale University alumni who became an accomplished publisher after graduation in 1999, assisting Tom Brokaw with his 1998 WWII-era Soldier tribute book, "The Greatest Generation."

He joined the U.S. Army last month for opportunity.

Tom Brokaw wrote a letter of reference to the Army on his behalf.

James Boyd is a 22-year-old Stanford University senior majoring in international relations, who up until recently held a British passport, meaning he could work anywhere in the European Union in addition to the United States.

He gave up his British passport along with its privileges Jan. 22 for a security clearance in the U.S. Army, enlisting as a Special Forces candidate. He also spoke of the word "opportunity."

The difference in the two men was evident upon the way each entered the Army Recruiting Station in Sunnyvale on a relaxed Friday afternoon — Special Forces candidate Boyd exploding into the office decked out in PT training gear with intensely orange Nikes, polished Officer candidate Danley dressed in a blue suit and tie calmly shaking hands with his recruiter. Two different styles, two different disciplines of study, two vastly different Ivy League schools and so many options available to them, but yet the conversation kept coming back to one theme — opportunity.

"The U.S. is in a position that it needs talented young men," Danly said, years of travel and education evident in the way he speaks. "I'm trying to answer that call."

"I'm happy I made the decision," he said. "Yale has a proud tradition of public service among its alumnus ... I'm sure a large part of my decision was based on being immersed in that tradition — For God, For Country, For Yale."

Danly majored in Ancient Greek and Latin, as well as English Literature at Yale. After graduation he became a successful writer and publisher, writing explanations of historical facts inside such books as "Oliver Twist" and "Sherlock Holmes" for his employer Random House.

"He is an information sponge," said Danly's recruiter, SFC Alan Cheney. "He sets the example that education alone doesn't make you successful, serving your country along with that education will complete the package. It's refreshing to see someone with his attitude along with his level of education."

Boyd spoke adamantly about needing a balance between physical activity and education in his life, something he felt the Army's Special Forces program offered. "I became disillusioned with thought of spending the next 30-plus years of my life behind a desk," he said, his words smothered in a thick British accent. The London-native's disciplined, quiet tone of voice contrasts with his abundant energetic nature in such a way that his recruiter, Sunnyvale Recruiting Station's SFC Ernest Fisher, described him as "exactly what the Army is looking for in a Special Forces candidate."

"He came up to our table at the Career Fair (we participated in at Stanford) wanting a challenging career," Fisher said. "He's an intelligent and motivated young man, which is invaluable to the Army."



By Kevin Downey

James Boyd and his recruiter, SFC Ernest Fisher.



By Kevin Downey

James Danly and his recruiter, SFC Alan Cheney.

Boyd has been assisting his recruiter by using his influence around Stanford campus to promote the benefits of an enlistment in the Army. "The Army needs good people, and good people are at Stanford," he said. Boyd believes there is an information gap between students in the Bay Area and the U.S. military, which can lead to miscommunication at times. "There is a disconnect between the students and faculty, and the military. I believe if they learned more about each other, each side would see the mutual benefits of working together."

Boyd received a \$12,000 enlistment bonus along with the maximum \$70,000 Army college scholarship for his enlistment and ships to Basic Training Sept. 16, the day after his birthday. Danly hopes to become either an Infantry or Ranger Officer after successful completion of Basic Training and Officer Candidate School and will begin training March 16.

Little sister follows big brother's lead into Army

By Kevin Downey
Public Affairs Specialist

Once Jennifer Lunceford grew up, she realized that Livermore Recruiting Station's SGT Greg Lunceford was just being a protective brother that day he shouted "Don't let it happen again!" in the face of her shaken teacher all those years ago.

Once little sister Jennifer grew up, she realized years of following big brother's lead created a deep bond between the two of them, and not frustration and humiliation like she thought.

Once little sister Jennifer grew up, she followed her brother into the Army, enlisting March 14 as a Transportation Operator, with a slot reserved for her at Airborne School upon successful completion of Basic Training and AIT.

Because of her trust in her brother, she flew in from her home in Layton, Utah, to be recruited by him just so she knew she was getting the best deal for herself.

"I wanted to make sure I was getting the most out of my enlistment from the beginning, and I trusted my brother to make sure that happened," Jennifer said. "He looked after me the entire time."

Jennifer enlisted for four years and received an \$18,000 enlistment bonus, as well as \$38,144 in college scholarship money after successful completion of her contract.

Lunceford thinks his sister will have no trouble being successful in her Army career.

"She will be extremely successful," he said. "She's a hard worker, she won't give up. She has leadership qualities she was born with."

"She's a Lunceford," he said, simply.



By SSG Kurt Vollmer

Jennifer Lunceford with her big brother, SGT Greg Lunceford.



By Kevin Downey

Jennifer Lunceford poses in the Livermore Recruiting Station in March.



By Kevin Downey

Jennifer Lunceford does pushups in the Livermore Recruiting Station. Future Soldiers do physical training at least weekly.



By Mary Miller

Color Guard: LCPL Chase Garcia (USMC), SPC Sean Crouse (USA), SSG Robert Fisher (USA, former Belmont RS recruiter), LCPL Christopher Bosco (USMC), SMSN Kimberly Clark (USN), ALC Philip Myers (USAF), CPL Michael Costelblanco (USMC) and PFC Armon Nicholson (USA). The color guard was organized by SFC Mark Wilder, North Bay company trainer.

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The Rhino's Horn, is an authorized publication for members of the U.S. Army produced quarterly by the Sacramento Recruiting Battalion under AR 360-1. Contents of The Rhino's Horn are not necessarily official views of, or endorsed by, the U.S. Government, Department of Defense, Department of the Army, or the Sacramento Recruiting Battalion. Circulation: 500.

The Rhino's Horn welcomes editorial submissions but reserves the right to edit submitted material to ensure it complies with Army policy and Associated Press journalistic standards. All submitted copy should be typed and submitted prior to the 1st day of each calendar quarter unless otherwise arranged with the editor.

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